LEO BURNETT COMPANY, *Inc.*
Ad No. 207—Req. No. 63619—140 lines—B&W—2 Col. x 70 lines—National Magazines, 1969 (B)
Printed in U.S.A.

Somewhere west of Laramie there's a Gauloises smoker.

He's a rare breed, this man. But he isn't lonely. He has flavor for company—the lustiest taste and most pungent aroma to be found anywhere.

You may well ask where our hero finds his Gauloises. That's a legitimate concern.

He makes a trip to San Francisco every year to stock up. Because asking for Gauloises in the ranch country can sometimes be downright dangerous. Last time he asked for a pack, the fella drew on him and said, "Smile when you say that, partner," and sent him off into the red horizon of the Wyoming twilight.

Avec filtre/Sans filtre

2061193472

Source: https://www.industrydocuments.ucsf.edu/docs/yjxx0081

2061193472